

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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**Enjoy smoking
longer without
smoking
more.**



Low tar
Saratoga
120's

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Regular: 15 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report May '78
Menthol: 15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.



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Source: <https://www.industrydocuments.ucsf.edu/docs/lwef0000>

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